



UNDERSECRETARIAL BUSINESS DEVELOPMENT MISSION FOR TECHNOLOGY INDUSTRIES

Northern Ireland •• Republic of Ireland
October 17-22, 2004

You are invited to join the Undersecretarial Business Development Mission for Technology Industries to Northern Ireland and the Republic of Ireland, October 17-22, 2004, to be led by Undersecretary Phillip Bond of the U.S. Department of Commerce's Technology Administration. This mission will put qualified U.S. firms in the information and communications sector directly in touch with business opportunities in the region – including strategies for tapping into the EU market.

Northern Ireland enjoys one of the United Kingdom's fastest regional growth rates, driven by the province's knowledge revolution, significant direct incentives, and massive investment in education and research and development. Northern Ireland's booming information and communications technology market has been a prime force behind the province's growth, generating more than 90 percent of jobs in recent years and creating clear potential for strategic alliances for U.S. high-tech firms.

The Republic of Ireland, with its vibrant economy and young, highly educated workforce, represents an ideal market for U.S. companies seeking agents, distributors, and strategic partners for business in the expanding EU marketplace. Ireland owes its remarkable economic growth – one of the fastest rates in the European Union – to a dynamic ICT sector that has been fueled in part by U.S. investment. Ireland claims the United States as its second largest trading partner and looks to America for innovative technology.

Best prospects for trade and partnership include the following sectors:

- ▶ E-commerce
- ▶ Telecommunications
- ▶ Electronics
- ▶ R&D
- ▶ Software

One-on-one business meetings – and more:

- ▶ Your own schedule of prescreened business appointments
- ▶ Meetings with industry and policy experts
- ▶ In-depth market briefings
- ▶ Follow-up assistance when you return

Itinerary

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|----------------------------|---|
| Oct. 17 (Sun.) | Arrive Belfast Evening briefing |
| Oct. 18 (Mon.) | Business/policy meetings |
| Oct. 19 (Tues.) | Meetings in Derry Travel to Dublin |
| Oct. 20 (Wed.) | Briefing in Dublin Business/policy meetings |
| Oct. 21 (Thurs.) | Business/policy meetings |
| Oct. 22 (Fri.) | Conclusion of mission |

Trade mission fee: About \$3,250 per company. Does not include travel or lodging.

September 3, 2004 is the due date for completed applications.

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Our invitation closes September 3rd – don't delay! Fax this page back to 202-482-0178.

Company Name: _____ Contact Name: _____

Address: _____

Tel: _____ Fax: _____

E-mail: _____ Web: _____

Your privacy matters! Please advise if you do not wish to receive our announcements: matthew.wright@mail.doc.gov.